

Herbalife is delighted to announce a four year sponsorship of UK-based Under 20 European Junior Triathlon Champion and World Junior Duathlon Champion Oly Freeman.

In the first major sports sponsorship for Herbalife in the UK, the performance-based contract will run up to the 2008 Olympic Games in Beijing, in which Oly intends to represent Great Britain. The deal makes Herbalife his Official Nutrition Sponsor.

Oly, 19, is also the current World Junior Triathlon Silver Medalist and the London Junior Triathlon Champion. He will be competing again at this year's Michelob Ultra London Triathlon, of which Herbalife is also Official Nutrition Sponsor, in the junior elite sprint category. This is his last year as a junior.

He has also just been voted "Youth Athlete of the Year" by the UK-based triathlon publication "220." As part of the Herbalife sponsorship deal, Freeman will compete in branded 'Team Herbalife' kit when permitted by competition rules.

"Herbalife's key message is good nutrition for a healthy and active lifestyle," said Neil Spiers, regional head, Northern Europe for Herbalife. "Oly Freeman represents a talented young person who recognizes the role of good nutrition to help him maximize his performance in an elite sport.

"He also represents commitment, hard work and enthusiasm which are also key to success in the direct selling industry. Oly is a perfect representative for our brand and will create a huge amount of excitement for our distributors in both the UK and abroad. We are delighted to be supporting Oly in his training for the 2008 Olympics."

Oly will compete for the first time as part of Team Herbalife at the London Triathlon, August 6-7, 2005. Team Herbalife will consist of more than 170 employees, independent distributors, friends and families who will compete individually and in relay teams. This makes the company the largest newcomer team entry to the event in 2005. Participants include Herbalife CEO Michael O Johnson.

Herbalife is also official nutrition sponsor of the Nautica Malibu Triathlon which takes place in September in Malibu, California, and for which Herbalife holds the Corporate Challenge title.

Congratulations to Oly for successfully defending his European Junior Triathlon title in Greece over the weekend of 23rd July!

Oly was able to demonstrate a tremendous amount of fighting spirit, will power and drive throughout, overcoming a tough 0.75km swim, experiencing a crash on the 20km bike distance, but still managing to secure his title in an impressive champion-style sprint finish in the 5km run! Oly's winning time was 55 minutes and 37 seconds, just two seconds in front of Rank Sebastian from Germany. Well done Oly!

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Congratulations also to Oly for successfully defending his title of Junior Elite Sprint Champion at the London Triathlon on 7th August. Oly, running in Team Herbalife colours, did us all proud by a convincing victory in his category, cheered on by hundreds of Team Herbalife supporters!



Oly in Training wearing the Team Herbalife colours.



Oly winning first place in the Junior Elite Sprint category at this year's Michelob Ultra! London Triathlon, receives his medal from Herbalife CEO, Michael O. Johnson.